

Amendments to the Specification:

Please add the following new paragraph directly below the invention title on page 1 of the specification as follows:

[0001] This application claims the benefit of U. S. Provisional Application Ser. No. 60/463,308 filed April 16, 2003, entitled “Controlled Multi-Media Program Review”, having as inventors Andrew E. Fano, Kelly L. Dempski and Christopher K. Chung, and owned by instant assignee.

Please replace original paragraph [0001] with the following amended paragraph:

[0001] To many viewers, multimedia programs [[are]] contain only a relatively small-amount of interesting content combined with a larger amount of uninteresting and unwanted content, including unwanted programming and/or commercial messages. By way of example, professional sporting events such as football and baseball games have only a few minutes of real action interleaved into much more lengthy segments of commentary and commercials. Indeed, most video and audio programming is riddled with advertising that increases the overall time required to view content of interest to the viewer. There is thus a need in the art for improvements that would provide viewers with improved control over viewed content and the ability to experience interesting content in a minimum amount of time.

Please replace original paragraph [0003] with the following amended paragraph:

[0003] DVR's, such as Tivo® and ReplayTV® enable a viewer to store content in digital form, typically on a hard disk, for playback. These devices can be programmed to record selected programs according to criteria selected by the viewer. The programs are recorded in their entirety, and may be later played back with some control over the content. For example,

some DVR's offer features that enable the user to skip program segments of a predetermined length of time to permit quick advancement past commercials. Others perform some sensing of commercials "on the fly" and advance past advertisements by detecting relative audio levels between commercials and non-commercial content. ~~record an entire program including embedded commercials and content segments that might be of no interest to a viewer.~~ In addition, some digital media players, such as DVD players, offer bookmarking or chapter references that permit some degree of viewer navigation and control of content on playback. However, these known devices offer only limited viewer control of content playback, usually according to predetermined criteria that is not particular or customizable according to the viewer's content interests or preferences and they fall short of permitting the viewer to select and experience only interesting content in a minimal amount of time. There is thus a need in the art for a system and method that addresses these shortcomings. In addition, today's television advertising models are still premised on the assumption that content will be viewed in total and that viewers lack the control over content that would permit them to avoid advertising that is of no interest. However, as users gain increasing control over viewed content, they have increasingly used this control to avoid advertising. What is needed are systems and methods of providing advertising content to viewers in a manner that offers more potential for advertising to be viewed by users that have enhanced control over viewed content.

Please replace original paragraph [0020] with the following amended paragraph:

[0020] Many multi-media programs can be considered to be made up of segments with segments being specified many possible ways. Segments can be specified by what is depicted or shown, e.g., action scenes vs. love scenes; a particular actor or actress; a theme or a mood; audio or sounds; or products or services depicted. In the example above, the portion of a football game

between the time when the football is kicked and the referee's whistle signaling the play's conclusion can be considered a "segment." Plays captured from a particular camera angle, showing fans or bystanders can be considered to be different segments.

Please replace original paragraph [0020] with the following amended paragraph:

[0023] In Fig. 2, segments of the media 100 depicted in Fig. 1 and in which hypothetical plays of a hypothetical game were recorded, are depicted adjacent to each other on the tape or other media 100 in order to show that the amount of time required to review just actual plays of the game ([[The]] the four plays depicted in Fig. 1.) is less than the amount of time required to view the plays and commentary between time segments t1 and t2. By eliminating or suppressing the play back of program segments that are of no interest to the viewer, and instead viewing only segments that are of interest, the time required to review a multi-media program, such as a professional sporting event, can be significantly reduced into a much shorter time period.